

Minutes of the
WISCONSIN
APPRENTICESHIP ADVISORY COUNCIL
Advisory to DWD Bureau of Apprenticeship Standards
and
Wisconsin Technical College System Board

Crowne Plaze – Madison, WI
August 31, 2011

MEMBERS PRESENT

Kindred, Brent	Marquardt, Marcie	Riberich, Robert
Tikkanen, Cathie	Wood, Marge	Scaffidi, Susan
Tschillard, Clay	Hoffmann, Mark	Hayden, Terry
VandenBush, Daniel	Wieseke, Mark	Belanger, Wayne
Pratt, Dawn	Watrud, Mary	
Buford, Earl	Hogan, Rebecca	

MEMBERS EXCUSED

Rodriquez, Ben	Hurt, Henry	O'Connor, Patrick
Grohmann, Gert	Bucio, Jose	Hollmon, Ralph

MEMBERS ABSENT

None

CONSULTANTS, GUESTS and SPEAKERS

Baumbach, Scott	Secretary, Department of Workforce Development (DWD)
Benn, Charles	Milwaukee Urban League (attending for Ralph Hollmon)
Hamilton, Scott	Madison Area Plumbing JAC
Moore, Ken	DWD-DET-Bureau of Apprenticeship Standards
Morgan, Karen	DWD-DET Bureau of Apprenticeship Standards
Pawasarat, Jane	Administrator, DWD/Division of Employment & Training (DET)
Roberts, Steve	DWD-DET Bureau of Apprenticeship Standards
Smith, Owen	DWD-DET Bureau of Apprenticeship Standards
Weisling, Joe	Southeast Wisconsin Area Carpentry JAC
Wellington, Kathy	DWD-DET Bureau of Apprenticeship Standards

1. Call to Order

The meeting was called to order at 10:02 a.m. by Chair Morgan. She noted that Council membership recently experienced an influx of new members and expressed her appreciation for members' time and expertise. She introduced DWD Secretary Scott Baumbach, noting that he was appointed DWD Secretary in June, 2011, having previously held the position of DWD Deputy Secretary since January, 2011.

2. Welcome by Secretary Scott Baumbach

Secretary Baumbach acknowledged the long-term service of many members and welcomed the new members to the Council. He began his remarks by presenting a Job Center of Wisconsin (JCW) poster highlighting the 34,000 job openings currently listed on JCW. He reminded members that September is Workforce Development Month and urged members to reflect on how Wisconsin's highly skilled and motivated workforce give Wisconsin a competitive edge. The state has added 28,200 private sector jobs this year, including 15,000 in manufacturing, the largest year-to-date gain since 1994. That is tempered by a mismatch between employers

who have jobs available and workers who remain unemployed. He stated that apprenticeship is part of the solution, with the Council having a critical role to play in workforce development efforts.

After handing out “Apprenticeships present opportunity,” an article by Rachel Morello for the Sussex Sun, Secretary Baumbach urged the Council to:

- Continue as a model for the nation while expanding apprenticeship to new occupations, and
- Increase apprenticeship opportunities for women and minorities, and
- Increase partnership with the Council on Workforce Investment, and
- Apply apprenticeship as a great tool to bridge the skills gap, remedy the mismatch that exists.

3. Council Members Introduction

Chair Morgan led the Council in a round of member introductions. Secretary Baumbach thanked members for their dedication to high quality workforce training and excused himself to attend other commitments. Chair Morgan informed the Council that new members had been invited to a Council orientation session, which was held on August 18th.

4. Director’s Report

Chair Morgan pointed out that, in addition to her typical Council role as BAS Director, she is presently serving as Council Chair in accordance with CFR 29.29 requirements. She referred members to the Agenda, which was included in the meeting packet, and noted that the meeting would cover a number of topics.

SAGE Grant

Members heard a presentation by Owen Smith, BAS Analyst, on the current status of the SAGE grant. Mr. Smith reminded members that SAGE’s purpose is to help selected trades green up their apprenticeship programs. Members received a handout of the powerpoint slides. Notable presentation elements included:

- Stakeholder groups have been working on 6 new programs, 3 of which are ready to go
- A minimum of 16 programs will be updated, including 6 in manufacturing; 4 are completed
- Have been able to include additional trades beyond initial scope of grant
- Local WDBs have begun issuing support services to apprentices in SAGE’d trades

Discussion followed during which members learned that the WDB of SC WI has formed a SAGE sector group in order to foster green partnerships and seek out additional grant funding. This same sector group has created trade-specific SAGE eligibility charts, available from Ms. Watrud. Per Mr. Buford’s request, Mr. Smith will meet with the Milwaukee Seven region on September 7, 2011, to clarify rules and assist with eligibility and disbursement.

Summary of Council Activities 2009-2010

Chair Morgan referred members to the meeting packet, pointing out a variety of products in production or already produced by the Sub-Committees. She noted that the 2008 Employer Diversity Survey report was included in the meeting packet because it was the stimulus for many of the activities and products. She reported status as follows:

Educational Linkages Sub-Committee

- Apprenticeship: Your Career Starts Now (Brochure); complete pending final formatting
- Good Choice: Parent, Tech College, K-12 School, Youth (Flyers); complete pending testimonials and final formatting
- Roadmap to Apprenticeship (web and print based); conceptual design stage

Discussion followed, during which members learned that Mr. Kindred will be teaching Tech Ed instructors about apprenticeship during his upcoming meetings with them. His focus will be simple and straightforward – what is apprenticeship, how do students get into apprenticeship, what are the benefits of apprenticeship. He will help the state’s teachers to be knowledgeable about apprenticeship and incorporate it into their instructional approaches. Mr. Kindred praised the ‘Apprenticeship Blue Book’

as an exceptional marketing tool and stated that he is eagerly awaiting the completion of the additional products.

Equal Access Sub-Committee

- Toolbox Talks: 11 topics (Flyer); complete pending rollout plan
- Apprentice Orientation Handbook; materials have been piloted, Sub-Committee is reviewing for potential re-editing or additional instructions based on feedback from pilot
- Take Action Timeline; effort was to be an early warning system that would springboard from troublesome “triggers” detected from data and survey results. No patterns emerged in either analysis, so this effort has been shelved
- Transition to Trainer; materials have an updated focus on diversity and are in use
- Mentoring grants; granted to WRTP/Big Step and YWCA Madison, report at next meeting

Discussion followed, during which members learned that federal regulation 29 CFR part 30, Equal Employment Opportunity in Apprenticeship and Training is currently at the federal Office of Management and Budget (OMB) and is expected to follow a process similar to that used in the 29 CFR part 29 revision. Chair Morgan noted that the Notice of Public Rule Making (NPRM) for 29.30 will likely be issued in November, 2011 and will include a comment period. She confirmed that the federal Office of Federal Contract Compliance Programs (OFCCP) will be issuing revised regulations at about the same time and they have expressed a desire to keep both efforts parallel.

Informational Sub-Committee

- Apprenticeship Manual; revised to include incorporation of DWD 295/296 and updated AA/EEO section; completed and in print

Discussion followed, during which Ms. Morgan noted that a revised Apprenticeship Manual will be mailed to each member when the print shipment is received.

Marketing Sub-Committee

Chair Morgan reported that there has been no recent activity and no current projects.

Apprenticeship “Into the Next 100 Years” outreach plan

Chair Morgan directed members to two documents in the meeting packet, both part of the Outreach and Education Plan developed by Council Sub-Committee. She reported that the plan was developed by “Wisconsinizing” the USDOL plan. She stated that finalization and rollout was put on hold during LAB Audit and conference ramp-up.

Apprenticeship in WI – Statistically Speaking

Ms. Wellington provided a handout containing historical data and charts relating to Wisconsin’s apprenticeship programs. She reviewed the information with members, including:

- 7,615 active contracts on 7/1/2011, down 9.4% from a year ago.
- Construction and Service contracts compared to last year are -13.4% and -6.9%, respectively.
- Manufacturing contracts are up slightly, 2.8% over last year.
- New contracts are up 6% for CY2011, with comparative increases in 5 of 8 months.

Discussion followed, during which it was suggested that a break-out of Milwaukee statistics, including female and minority breakouts, and a comparison of selected data to Civilian Labor Force (CLF) data be included in future reports.

Review and Discussion of Council By-Laws

Chair Morgan provided an updated handout of the Council By-Laws and instructed members to replace the copy included in the meeting packet. She briefly reviewed the document, pointing out tracked changes that she had recently made in response to the 29 CFR part 29 revisions. Chair Morgan stated that additional work is required by the Council, and suggested that the By-Laws discussion be moved to the afternoon and included in the discussion of objectives and priorities. No objections were heard.

Approval of Minutes

Chair Morgan referred members to the minutes of the December 1, 2010 Council meeting, which were included in the meeting packet. Mr. Kindred stated that the minutes incorrectly state that he is newly elected as State Director of Skills USA. While he does hold that title, it is not new. Instead, the minutes should have reflected his new appointment to the Skills USA National Board of Directors. Motion by Mr. Riberich to approve the minutes of the December 2, 2010 Council meeting, with inclusion of the corrections requested by Mr. Kindred, second by Scaffidi. Motion passed.

Lunch Break

The meeting broke for lunch at 11:59 am and reconvened at 12:53 pm.

Council Objectives and Future Discussion:

Ms. Morgan led members in a discussion of Council priorities and future planning. She handed out copies of the DWD Mission and Vision statements, a priorities document created by the Council on Workforce Investment (CWI), and a vision statement created by the CWI. She reviewed these documents with members, noting that the Council's work, while focused on apprenticeship, should align with these foundational documents. She referred members to Secretary Baumbach's remarks earlier in the meeting, which directs the Bureau of Apprenticeship Standards to expand apprenticeship into new trades, increase the number of women and minorities in the trades, and create a better partnership with the workforce system, particularly the CWI. She reviewed the Council's 2005-2006 Goals document. Discussion followed, including:

- CWI membership includes individuals who are familiar with apprenticeship, but who do not formally represent apprenticeship on the CWI.
- CWI membership listing is available online at <http://www.wi-cwi.org/members.htm>
- BAS has recommended that DWD appoint a CWI member to formally represent apprenticeship.
- Members who would be interested in CWI membership should notify Karen so that she has names of interested stakeholders at the ready. She cautioned that this initiative is in the very early "request" stage and may not move forward at all.

Members participated in a round-robin exercise designed to identify Council priorities. Priorities were listed on flipcharts as identified, then grouped and consolidated with similar ideas. Members were given 6 voting stickers which they used to aid in narrowing the list of priorities. Mr. Tschillard provided a quick overview of groupings that received high votes, noting that many of the suggestions could be classified as outreach. Chair Morgan thanked members for their participation in the planning exercise. She stated that her staff would consolidate and group the suggestions in accordance with the votes. Members expressed satisfaction that suggestions seemed to fall into groupings that mimicked the Council's existing Sub-Committee structure.

Discussion and Recommendations:

Council Objectives and Priorities

Discussion regarding next steps followed the objectives and priorities exercise. Members agreed that BAS staff will align the recommended priorities with their logical Sub-Committee, if one exists, and present the refined results at the next Council meeting. In response to questions raised during discussion:

- Sub-Committees do not have any assigned funding or budget. Products are created using resources that are available at the time from DWD, WTCS or stakeholder sources or, as Chair Morgan put it, "using whatever funds we can get our hands on."
- Council members can help fill the resource gap by:
 - hosting a Sub-Committee meeting and/or supplying the refreshments or food for the meeting, depending on timeframe and needs, and
 - participating in the Sub-Committees with active attendance and contributions, and helping to identify available or potential funding, expertise, services, etc. that will aid the Sub-Committee with planning, products and other activities.

Council By-Laws

Chair Morgan directed members to the Council By-Laws handout provided during the morning session. Discussion followed, during which it was agreed that the review and update, as necessary, of the Council By-Laws is a task that would normally be assigned to the Informational Sub-Committee. Discussion followed, during which Chair Morgan clarified that the Council operates using a simple majority vote, not a consensus vote. It was agreed that a By-Laws workgroup would meet at 9:00am on October 13, 2011 at ABC headquarters in Madison, with workgroup members including a mix of members and stakeholders: Belanger, Bucio, Tschillard, Marquardt, Hamilton, Weisling, Wood and Hogan. It was agreed that all members can suggest changes via email to Chair Morgan or to one of the workgroup members.

Council Chair

Chair Morgan again informed members that she assumed non-voting Chair responsibilities, with this meeting, due to the language changes in 29 CFR part 29. She reminded members that the Council has always operated with Co-Chairs from industry who each represent either labor and management. She noted that the Bureau's role was to serve as Council Secretary. She stated that this has worked very well in the past and recommended that the Council continue with that structure and stated that federal or state regulation does not preclude such a structure. Chair Morgan stated that, with the agreement of the Council, she wished to formally abdicate her Chair position in order to re-establish Co-Chair positions in which each would represent either labor or management. She further clarified that the Bureau would retain all Secretary responsibilities. Motion by Mr. Hayden to accept Ms. Morgan's abdication of the Council Non-voting Chair position in order to put in place a Council Co-Chair structure in which one Co-Chair would represent labor and one Co-Chair would represent management, and to hold the election of the Co-Chairs at the next Council meeting. Second by Mr. Buford. Motion passed.

100th Anniversary Conference and Celebration – Wrap Up:

Item was tabled for lack of time.

Other:

Ms. Wood provided a handout and gave a quick review, noting that the handout provides WTCS contact information including offerings at different locations and the "go-to" contacts for same.

Next Council Meeting:

Mr. Tschillard offered to host the next Council meeting at his location. Ms. Hogan offered her location as a meeting venue for future meetings. It was agreed that the next meeting would be held at 10:00 am to 2:30 pm on Monday, October 31, 2011 at WI NECA-IBEW, 2730 Dairy Drive, Suite 102, Madison, WI 53718.

Adjourn

Motion by Ms. Pratt to adjourn the Council meeting. Second by Ms. Scaffidi. Motion passed. Chair Morgan adjourned the meeting at 2:29 p.m.

Respectfully submitted by Kathy Wellington, Recorder